

HIGH STRESS, HIGH STAKES



It's no secret that police work is especially tough these days.

Officers are confronted by unprecedented challenges related to:

- dangerous situations amid social media firestorms
- negative emotions, cynicism, reactivity and depression
- feeling disconnected from the communities they serve

Time for a new paradigm.

Current realities in policing require officers to navigate the tough challenges they face with utmost integrity and purpose. That's what CORE Strength™ is all about—equipping officers of all ranks with a lens, toolkit and “operating system” that empowers them to not just survive but *thrive* in the high-stress, high-stakes public safety arena.

TAP INTO **CORE Strength™**

Join us for a two-day training in the
CORE Strength™ Leadership and Wellness System

*Please contact Danette of CORE Leadership Initiative to host or arrange
a training near you | danette@coreleader.org*



Lt. Seth Stanley



Sgt. Mike Baker



Danette Baird, LCSW

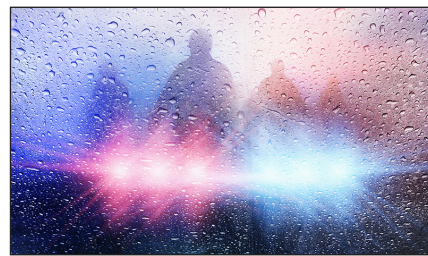
CORE Strength™

CONNECT OWN REVEAL EMPOWER®

Welcome to CORE Strength™

CORE Strength™ is an innovative leadership and wellness training for public safety professionals. It gives officers an operating system for navigating the high-stakes, high-stress challenges that come with the job. It helps officers guard against the corrosive effects of burnout, cynicism and feeling disconnected from the communities they serve. CORE Strength™ equips officers to stay anchored to integrity in the maelstrom of challenges they face.

Based on the proprietary CORE Model™ and designed in consultation with veteran public safety professionals, CORE Strength™ is engineered to achieve measurable results.



For individual officers:

- a stronger commitment to personal integrity
- a heightened sense of accountability
- improved de-escalation skills
- stronger connections with diverse groups
- increased ability to deal with stress
- healthier relationships at home and at work

For public safety agencies:

- improved community relationships
- greater organizational accountability and integrity
- decreased incidents resulting in civil liability
- improved workplace culture and staff morale
- consistent integrity-based leadership development
- improved effectiveness and efficiency

This two-day training includes instructional presentations, videos and scenario-based exercises in each of the eight CORE processes. The CORE Team is excited to offer this training to your and your agency.

To host or schedule a training, please contact Danette Baird at danette@coreleader.org or (815) 325-1959.

We carefully follow best-practice guidelines for COVID-19 safety.

CORE Strength™ background and testimonials

CORE Strength™ is based on the proprietary leadership and wellness model developed by Danette Baird, LCSW. The program was created with input from veteran public safety professionals including program instructors Sgt. Mike Baker (ret.) and Lt. Seth Stanley. The training was piloted in the spring of 2019 with officers from the public safety departments of St. Joseph and Benton Harbor, Michigan. According to program feedback from the directors and participants, CORE Strength™ had a highly positive impact on both the individual officers and the organizational culture. Participants reported that the program improved how they felt about their life and work, helped them connect with others in healthier ways, and promoted increased personal accountability and integrity.

In February 2020, a CORE Strength training was hosted by Ball State University Police Department. Officers from nine Indiana public safety agencies attended. Feedback from participants included the following verbatim statements:

- “A must-attend for all officers regardless of rank.”
- “This is the most detailed and comprehensive mental health training I’ve had in 10 years.”
- [Helps on] “many levels—personal life and staying sane; professionally as a policeman and supervisor.”
- “Gives a roadmap for processing.”
- “I’ll be more understanding and relatable.”
- [Leadership should] “Send everyone. Twice.”
- “I came in skeptical, but left enlightened.”
- “I want my entire shift to attend this training, and I want to attend again.”

The CORE Team looks forward to bringing this transformative training to you and your agency soon. Contact Danette at danette@coreleader.org to make it happen.

The CORE Team



Lt. Seth Stanley was born and raised in Muncie, Ind. He has been part of the Muncie Police Department since 1999, when he started out as a midnight-shift patrol officer. Since then his work has included field training, narcotics investigations, criminal investigations and leading a SWAT team. He’s presently a lieutenant with the MPD.



Sgt. Mike Baker is a retired police sergeant with the Ball State University Police Department, where he served for 36 years. He was a certified Indiana Law Enforcement Academy instructor in firearms, psychomotor skills and general studies, and he’s also been an accreditation manager for the Commission on Accreditation for Law Enforcement Agencies.



Danette Baird, M.A., founder and president of CORE Leadership Initiative, is a Licensed Clinical Social Worker and psychotherapist in mental health, behavioral health, addictions and related fields. She created the CORE Model™, which is the foundation for CORE Strength™ training. She has provided therapy, education and consultation in a range of areas, including criminal justice.



CORE Policing Strategies, a DBA of CORE Concepts, LLC, is a consulting and training company whose mission is to assist public safety officers and agencies in navigating the “high stress, high stakes” challenges of policing. Our proprietary policing model and programs promote integrity-based leadership and holistic wellness.